

Zikun Ye

CONTACT	Address: 4277 NE Stevens Way, Paccar Hall 431, Seattle, WA 98195 E-mail: zikunye@uw.edu Website: www.zikunye.com
EMPLOYMENT	Michael G. Foster School of Business University of Washington , Seattle, Washington Assistant Professor of Marketing Sep 2023 - Present
EDUCATION	University of Illinois Urbana-Champaign , Illinois 2018-2023 Ph.D., Operations Research Shanghai Jiao Tong University , Shanghai, China 2014-2018 B.S., Industrial Engineering (Summa cum laude) B.S., Mathematics (Summa cum laude)
RESEARCH INTEREST	Digital Marketplace; Quantitative Marketing; Causal Inference; Field Experiment; Machine Learning; Optimization.
JOURNAL PUBLICATIONS	1. Zikun Ye , Dennis Zhang, Heng Zhang, Renyu Zhang, Xin Chen. Cold Start to Improve Market Thickness on Online Advertising Platforms: Data-Driven Algorithms and Field Experiments. <i>Management Science</i> , 2022. [Link][Code] - Finalist, INFORMS RMP Section Jeff McGill Student Paper Competition, 2020.
PAPERS UNDER REVISION OR REVIEW	2. Zikun Ye , Zhiqi Zhang, Dennis Zhang, Heng Zhang, Renyu Zhang. Deep Learning Based Causal Inference for Large-Scale Combinatorial Experiments: Theory and Empirical Evidence. <i>Major Revision in Management Science</i> . [Link][Code] - Accepted at <i>ACM Conference on Economics and Computation (EC'23)</i> - Finalist, INFORMS Social Media Analytics Best Student Paper Award Competition, 2023 - Second Prize, CSAMSE Best Paper Award, 2023 3. Xin Chen, Niao He, Yifan Hu, Zikun Ye (alphabetical order). Efficient Algorithms for Minimizing Compositions of Convex Functions and Random Functions and Its Applications in Network Revenue Management. <i>Minor Revision in Operations Research</i> . [Link]
WORKING PAPER	3. LOLA: LLM-Assisted Online Learning Algorithm for Content Experiments, with Hema Yoganarasimhan, and Yufeng Zheng, <i>In preparation</i> . 4. Traffic Allocation for Sequential Experiments with Increasing Heterogeneity, <i>In preparation</i> . 5. Joint Assortment Optimization and Marketing Mix Allocation, with Shuai Li, Weijun Xie, and Xin Chen, <i>In preparation</i> .

CONFERENCE PRESENTATIONS	Deep Learning Based Causal Inference for Large-Scale Combinatorial Experiments.	
	ACM EC, London	Jul 2023
	INFORMS RMP, London, UK	Jul 2023
	MSOM Conference, Montreal, CA	Jun 2023
	POMS Annual Conference	May 2023
	2022 Conference on AI, ML, and BA, HBS	Dec 2022
	NFORMS ISMS Conference, Online	Jun 2022
	Efficient Algorithms for Minimizing Compositions of Convex Functions and Random Functions.	
	POMS Annual Conference,	May 2023
	INFORMS Annual Meeting, Indianapolis	Oct 2022
	MSOM SIG in SCM, Munich, Germany	Jun 2022
	INFORMS RMP Spotlight Session, Online	Jun 2022
	POMS Annual Conference, Online	May 2022
	Cold Start to Improve Market Thickness.	
	MSOM SIG in Service Management, Munich	Jun 2022
	INFORMS RMP Spotlight Session, Online	Jun 2022
	MIW, Online	May 2022
	POMS Annual Conference, Online	May 2022
	Cornell ORIE Young Researcher Workshop, Ithaca	Oct 2021
TEACHING EXPERIENCE	Instructor	
	IE 310 Deterministic Models in Optimization (Undergrad)	Fall 2022
	- Teachers Ranked as Excellent by Students	
	- Overall Teaching Effectiveness 4.64/5 (Campus 90% Rank, Class size 96)	
	Guest Lecturer	
	IE 516 Pricing and Revenue Management (Ph.D.)	Spring, 2022
	Teaching Assistant	
	IE 360 Facilities Planning and Design (Undergrad)	Fall 2019
HONORS AND AWARDS	Finalist, INFORMS Social Media Analytics Best Student Paper Award Competition 2023	
	Second Prize, CSAMSE Best Paper Award	2023
	William A Chittenden II Award, UIUC	2021
	Finalist Jeff McGill Student Paper Prize, INFORMS RMP Section	2020
	Teachers Ranked as Excellent by Students, UIUC	2023
INDUSTRY EXPERIENCE	<i>Research Intern</i> , Walmart Lab, CA	Summer 2022
	<i>Research Intern</i> , LIVAD Technologies, Turkey	Summer 2021
	<i>Economist/Ops. Research Intern</i> , Kwai Inc., Beijing, China	Summer 2019 - Summer 2020
	<i>Data Analyst Intern</i> , Didi.com, Beijing, China	Summer 2018
ACADEMIC SERVICES	Reviewer for <i>Management Science</i> , <i>Manufacturing & Service Operations Management</i> , <i>Production and Operations Management</i>	
	Session chair, INFORMS Annual Meeting, 2022	

Last updated: June 2024